fashion calendar 1970

30th year · issued weekly

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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, JULY 20, 1970

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Monday
            COUTURE SHOWINGS IN PARIS (P, press; B, buyers)
            Mon., July 20:
July 20-
                              9:00 A.M. Lepage (P)
August 7
                             10:30 A.M. Venet (P)
                             12:00 Noon Feraud (P)
                              2:00 P.M. Vaughan (P); Lepage (P)
                              2:30 P.M. Feraud (P)
                              3:00 P.M. DeRauch (P); Molyneux (P); Venet (P); Salvadori (P)
                              4:30 P.M. Lepage (P)
                              5:00 P.M. Torrente (P&B)
                              9:00 A.M. Hercey (P&B)
            Tues., July 21:
                             10:00 A.M. Vaughan (P&B); Lepage (B)
                             10:30 A.M. Balmain (P)
                             11:30 A.M. Feraud (B)
                             11:45 A.M. Lapidus (P&B)
                              2:00 P.M. Ricci (P)
                              2:30 P.M. Lapidus (P&B)
                              3:00 P.M. Balmain (B); Molyneux (B); Ungaro (B); DeRauch (B)
                              3:30 P.M. Chanel (P); Lepage (B)
                              5:00 P.M. Cardin (P)
                              5:30 P.M. Ungaro (B)
            Wed., July 22:
                              9:30 A.M. Ungaro (P); Patou (B)
                             10:45 A.M. Ricci (P&B)
                             11:00 A.M. Laroche (P); Venet (B); Feraud (B)
                             11:15 A.M. Ricci (P&B)
                             12:00 Noon Ungaro (B)
                              2:30 P.M. Patou (P)
                              3:00 P.M. Dior (B); Ricci (B); Venet (B)
                              3:30 P.M. Griffe (P&B); Chanel (B)
                              5:00 P.M. Laroche (P&B)
                              5:30 P.M. Ungaro (P)
            Thurs., July 23: 9:45 A.M. Dior (P)
                             10:30 A.M. Patou (P)
                             11:00 A.M. St-Laurent (B)
                             12:00 Noon Ungaro (P)
                              3:30 P.M. St-Laurent (P); Laroche (B); Ungaro (B)
                              5:00 P.M. Dior (P): Ungaro (P&B)
                              7:00 P.M. Carven (P)
            Fri., July 24:
                              9:30 A.M. Courreges (P)
                             10:30 A.M. Gres (P); Givenchy (B); Dior (B)
                             12:00 Noon Courreges (P)
                              3:00 P.M. Lanvin (P); Gres (B); Carven (B)
                              3:30 P.M. St-Laurent (P&B)
                              4:30 P.M. Courreges (P); Givenchy (P)
            Sat., July 25:
                              3:30 P.M. St-Laurent (B)
            Mon., July 27:
                              3:00 P.M. Lanvin (B); Carven (B). July 30: 3:30 PM Orcel (P)
            Contact: Chambre Syndicale, 100 rue du Fbg. St-Honore, Paris VIII.
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday July 20	OPENING: HOLIDAY COLLECTION Continuous showings. Co	LADY MANHATTAN ontact: Sherry Strauss, 765-	1407 BROADWAY SHOWROOM - 15TH FLOOR -1250.
Monday July 20- Oct. 18		THE MUSEUM OF MODERN ART in Years, 1908-1921"survey aris. Public Relations: E	
Sunday July 26 6:00 P.M.	"MAGIC PARTY" By invitation only. Con	PETER LINDEMAN (588 FIFTH AVENUE) tact: 581-8875.	THE MAYAN ROOM 16 WEST 51ST STREET
Sunday July 26- July 28	MIDSEASON SHOE COLLECTION By appointment. Contact	CAPEZIO : JU. 6-2150.	1855 BROADWAY AT 61ST STREET
Sunday July 26- July 28	David Evins, Howard Fox, Liso, Palizzio, Stanley	DESIGNER SHOE GUILD Cardone and Baker, D'Antor John Jerro, Julianelli, He Philipson, Dominic Romano, Billie Gould, 2 Tudor City	erbert Levine, Palter de Wolsam Ltd., Zuckerman &
Sunday July 26- July 28	Assn: Volume Footwear Re	FOOTWEAR INDUSTRY otwear Manufacturers Assn; tailers of America; New Eng - 12:00 Noon Tuesday. Cont -7606.	gland Footwear Assn.
Sunday July 26- July 29	Belgium, France, Italy, (Annual Banquet: Tues., O'Connell, Skitch Hender America, 1025 Vermont Av	RETAIL JEWELERS OF AMERICA rth"exhibits from England Japan, Switzerland, Israel July 28, 7:30 P.M., starrin son. Tickets: \$20 each from e., N.W., Washington, D.C. ications Council, 7 Park St	, Hong Kong, Taiwan. ng Alan King, Helen om Retail Jewelers of 20005.) Publicity:
Sunday July 26- July 29	SHOWING OF NEW FOOTWEAR Leg and foot coverings t Helen Perlman, BR. 9-580	GOLO o complete the new dressing O.	EMPIRE STATE BLDG. SUITE 925 g moods. Contact:
Sunday July 26- July 29	WASHINGTON GIFT SHOW Contact: Maxine or Bob C	LITTLE BROS. SHOWS (220 FIFTH AVENUE) arman, MU. 3-3380.	SHERATON-PARK HOTEL WASHINGTON, D.C.
Monday July 27 8:30 A.M.		ASSOCIATION FASHION SERVICE(51 E. 42ND ST.) arel and shoe trends at two	meetings. Presentation

by Doris A. Weston and Helen Joseph. For manufacturers, retailers, press.

By advance registration, tickets: \$15.00. Contact: Beatrice Meezan,

10:15 A.M.

MU. 2-8704.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 27 10:30 A.M. Breakfast	troduction of Signet watc	h. By invitation only. Pu	
Monday July 27 2:00 P.M. and 4:00 P.M.	FASHION CONFERENCE Live and screen showings and footwear. Fashion Di Hazeltine. Narrator: Rob	RETAILERS ASSN of Spring-Summer '71 fashi rector: Thelma Hennessey. ert Riley. Tickets: \$10.00	Show Director: Walter
Tuesday July 28 11:30 A.M. Luncheon		ng of 1970 "Best Dressed Tab	
Tuesday July 28 12:00 Noon Luncheon			
Tuesday July 28 4:30 P.M. Cocktails			
Sunday August 2- August 7	CHICAGO GIFT SHOW Contact: Maxine or Bob Ca	EXHIBITION	PALMER HOUSE: LASALLE HOTEL CHICAGO, ILLINOIS 3-3380.
Beginning Monday August 3			
Beginning Monday August 3			1407 BROADWAY SHOWROOM - 35TH FLOOR tswear and knitwear.
Monday August 3- August 7	SEMI-ANNUAL NOTIONS SHOW Contact: Leonard Ennis, P	NATIONAL NOTION ASSN (350 FIFTH AVENUE) E. 6-8820.	STATLER-HILTON HOTEL; NOTIONS MART
Tuesday August 4 9:00 A.M. Champagne			
	Monday July 27 10:30 A.M. Breakfast Monday July 27 2:00 P.M. and 4:00 P.M. Tuesday July 28 11:30 A.M. Luncheon Tuesday July 28 12:00 Noon Luncheon Tuesday July 28 4:30 P.M. Cocktails Sunday August 2- August 7 Beginning Monday August 3 Monday August 3 Monday August 3 Monday August 4 9:00 A.M.	Monday July 27 10:30 A.M. Preview of Mathey-Tissot troduction of Signet watch Harshe-Rotman & Druck, 30 Monday July 27 2:00 P.M. Live and screen showings and footwear. Fashion Di Hazeltine. Narrator: Rob 200 Madison Avenue, 686-7 Tuesday July 28 Tuesday July 28 July 29 July 28 July 29 July 29 July 29 July 20 July 20 July 21 July 21 July 22 July 28 July 28 July 29 July 20 July 2	Monday PRESS PREVIEW: DESIGNCRAFT JEWEL July 27 10:30 A.M. Breakfast troduction of Signet watch. By invitation only. Put Harshe-Rotman & Druck, 300 E. 44th St., 661-3400. Monday SEMI-ANNUAL NATIONAL SHOE RETAILERS ASSN 2:00 P.M. Live and screen showings of Spring-Summer '71 fashi and footwear. Fashion Director: Thelma Hennessey. 4:00 P.M. Hazeltine. Narrator: Robert Riley. Tickets: \$10.00 200 Madison Avenue, 686-7520. Tuesday July 28 10TH ANNUAL "BEST THE GORHAM COMPANY DERSSED TABLES" 11:30 A.M. Autional finals and judging of 1970 "Best Dressed Table ynvitation only. Publicity: Ted Materna, 75 East Tuesday PRESS THE GILLETTE COMPANY PREVIEW "The Sheik Wasn't Very!"presentation by Jerry of Bush and yally 28 PREVIEW "ARDLEY OF LONDON MEN'S TOILETRIES Preview of new packaging for "Black Label" and "Orig Calassic Cologne". By invitation. Publicity: Charl Cocktails "Classic Cologne". By invitation. Publicity: Charl Beginning Monday August 2 GIFT SHOW EXHIBITION Contact: Maxine or Bob Carman, 220 Fifth Avenue, MU. Beginning Monday August 3 OPENING: WINTER— ANNE KLEIN AND COMPANY "Aspects of Winter Life from Suburbia to St. Moritz, and festive holiday events." By appointment only. 279-9915. Beginning Monday August 3 OPENING: HOLIDAY LOOMTOGS COLLECTION AND COMPANY "Aspects of Winter Life from Suburbia to St. Moritz, and festive holiday events." By appointment only. 279-9915. Beginning Monday August 3 NOTIONS SHOW (350 FIFTH AVENUE) Contact: Nat Kammer, 594-2100. Monday August 3 NOTIONS SHOW (350 FIFTH AVENUE) Contact: Leonard Ennis, PE. 6-8820. Tuesday PREVIEW: HOLIDAY THE MARKET (1407 BROADWAY) Preview of collections from No Comment, Granny Takes

DATE WHAT'S GOING ON GIVEN BY WHERE

Tuesday PRESS PREVIEW: SAKS FIFTH AVENUE GRENADIER

August 11 FALL SHOES 863 FIRST AVE. (48TH)

12:00 Noon Press showing of new Fall shoe collection. By invitation only.

Luncheon Publicity: Helen O'Hagan, PL. 3-4000.

Friday PRESS PREVIEW: OHRBACH'S 3RD FLOOR

August 14 SHOES & MILLINERY

9:30 A.M. Preview of shoes and millinery for Fall '70. By invitation. Publicity:

Bobbi Queen or Joan Leather, OX. 5-4000 ext. 278.

Sunday NEW YORK LITTLE BROS. SHOWS PARK-SHERATON HOTEL;

August 16- GIFT HOTEL (220 FIFTH AVENUE) COLISEUM

August 21 Contact: Maxine or Bob Carman, MU. 3-3380.

Monday PARIS FASHION WOMEN'S WEAR DAILY AMERICANA HOTEL

August 17 SUMMARY IMPERIAL ROOM, 1A 9:30 A.M. For advertisers, by invitation. Admission by ticket only. Contact:

AL. 5-5252 ext. 402.

August 19 ITALIAN COUTURE PICTURE RELEASE DATE

Thursday CUSTOMER BERGDORF GOODMAN MISS BERGDORF

August 20 SHOW 5TH FLOOR

11:30 A.M. Showing of collection by Shannon Rodgers for Jerry Silverman. Publicity:

Madeline de Vries, PL. 3-7300.

Sunday HOLIDAY-RESORT TEXAS FASHION APPAREL MART
August 23 MARKET SHOW CREATORS ASSN DALLAS, TEXAS

6:00 P.M. "Holiday & Resort Winners Circle". By invitation. Contact: TFCA, 3641

Cocktails Apparel Mart, Dallas, 214-631-0622.

Monday OPENING: EARLY B.H. WRAGGE 550 SEVENTH AVENUE
August 24 RESORT GROUP SHOWROOM - 9TH FLOOR

11:00 A.M. Also Aug. 26 at 11:00. By reservation. Contact: WI. 7-4968.

Beginning OPENING: RESORT- DESIGN THAI 550 SEVENTH AVENUE
Monday SPRING COLLECTION SHOWROOM - 18TH FLOOR

August 24 By appointment. Contact: Joanne Jaap or Timmie Riche, 239-8530.

Beginning OPENING OF CHESTER WEINBERG LTD. 498 SEVENTH AVENUE

Monday RESORT COLLECTION SHOWROOM - 10TH FLOOR

August 24 By appointment. Contact: Linda Johnson, 244-3877.

Beginning OPENING OF NATIONAL HANDBAG ASSN MEMBER
Monday MARKET WEEK (347 FIFTH AVENUE) SHOWROOMS

August 24 Holiday-Resort market week. Publicity: Natalie Marcin, 683-6969.

Monday COLLEGE-CAREER GIMBELS 6TH FLOOR;
August 24- SHOWINGS 3RD FLOOR

August 28 "Salute to Off Broadway"--daily fashion shows, including highlights of

Off-Broadway shows. Publicity: Margot Infantino, LO. 4-3300.

Tuesday OPENING: RESORT WRAGGE 550 SEVENTH AVENUE
August 25 COLLECTION PREROGATIVE SHOWROOM - 9TH FLOOR

11:00 A.M. By appointment. Contact: WI. 7-4968.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 25- August 27	Three-day display of Spr:	THE FASHION GROUP, INC. ing '71 fabrics. Co-chmn: Novey, Dow Badische. Prices: 7-3940.	9 ROCKEFELLER PLAZA ROOM 1722 Melba Hobson, Tanner of \$4.00 (members); \$6.00
August 26	11:00 A.M., B.H. WRAGGE,	550 Seventh Avenue, 9th flo	oor, WI. 7-4968
Friday August 28- August 30		GERMAN TRADE FAIRS	COLOGNE, GERMANY 60, 5 Cologne 21, Germany.
Sunday August 30- Sept. 2	SPRING-SUMMER SHOE FAIR Sponsored by American Foo Volume Footwear Retailers Hotel New Yorker, 8th Ave	s; New England Footwear Assi	PALMER HOUSE; HILTON; SHERATON-BLACKSTONE HOTEL: National Shoe Retailers Assi n. Contact: Edward Launzel
Tuesday Sept. 1 5:30 P.M. Cocktails Thursday Sept. 3 4:00 P.M.		THE WOOL BUREAU (360 LEXINGTON AVE.) Ional Couture Fashions for ronly. Contact: Skippy Store DONALD BROOKS WI. 7-8235.	men and women. Show at
Sept. 6- Sept. 9		K, BELLA CENTER, COPENHAGEN, West 48th Street, CI. 7-330	
Sept. 7	LABOR DAY (Monday)		
Beginning Tuesday Sept. 8	OPENING: HOLIDAY & RESORT COLLECTION By appointment. Contact:	OSCAR DE LA RENTA LA. 4-9350.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 8- Sept. 18	RESORT COLLECTION IN NEW YORK By appointment. Contact: Angeles Street, 213-MA. 7	HELGA (LOS ANGELES) Dick Steiner or Walter Opp 7-0806.	GOTHAM HOTEL VICE PRESIDENTIAL SUITE Denheimer, 722 South Los
Wednesday Sept. 9 9:00 A.M.& 12:00 Noon		THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) ion at breakfast and lunche coming issues. Contact: CI.	BALLROOM eon. For prices and
Wednesday Sept. 9 10:15 A.M.	PRESS PREVIEW: IMPORT FAIR "Espana '70"storewide s furnishings. By invitati	GIMBELS salute to Spain, featuring roon. Publicity: Margot Infa	6TH FLOOR AUDITORIUM ready-to-wear and home antino, LO. 4-3300.
Beginning Wednesday Sept. 9	RESORT COLLECTIONS Ready-to-wear by Castillo Liza Wanklyn, 755-7171.	PARIS COLLECTIONS , Lanvin, Laroche, Venet.	543 MADISON AVENUE SHOWROOM - 3RD FLOOR By appointment. Contact:

DATE	WHAT'S GOING ON GIVEN BY	WHERE
Thursday Sept. 10 1:00 P.M.	INTERNATIONAL OHRBACH'S MENSWEAR COLLECTION Menswear from Belgium, Denmark, England, France, Hol Spain, Sweden, West Germany, U.S. For press and cus Mark Klauser, OX. 5-4000 ext. 208.	5TH FLOOR land, Israel, Italy, tomers. Publicity:
Thursday Sept. 10 2:30 P.M.	PRESS PREVIEW: VALENTINO; FUR COLLECTIONS BEN KAHN COUTURE Preview of Valentino-Ben Kahn Couture fur collection tion only. Publicity: Arnold Jurdem, 421-1461.	MARK HELLINGER THEATRE 237 WEST 51ST STREET as for Fall. By invita-
Beginning Thursday Sept. 10	OPENING: RESORT PETTI 4'S COLLECTION By appointment until Oct. 1; thereafter continuous.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR Contact: CH. 4-3558.
Sept. 13- Sept. 16	IGEDO FASHION FAIR, DUSSELDORF, GERMANY. Contact: IGEDH, 28 Freiligrathstrasse, Dusseldorf, Germany.	nternationale Modemesse
Monday Sept. 14 10:00 A.M.	PRESS PREVIEW: GEORGES KAPLAN FUR COLLECTION By invitation only. Contact: Dorothy Kay, 246-3416.	730 FIFTH AVENUE SALON - STREET FLOOR
Wednesday Sept. 16 10:00 A.M.	OPENING OF STJ BY RESORT COLLECTION MARSHALL KLUGMAN By appointment. Contact: OX. 5-2900.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Sept. 17- Sept. 20	INTERNATIONAL FAIR OF LINGERIE, FOUNDATION GARMENTS, Contact: Messe-und Ausstellungs-Ges.mbH, P.O. Box 216 Germany.	
Sept. 17- Sept. 21	FLORIDA CHILDREN'S WEAR MANUFACTURERS GUILD MARKET, ED BEACH, FLORIDA. Contact: 20 S.E. 14th St., Miami, F.	
Beginning	25TH ANNUAL NATIONAL NATIONAL KNITTED	
Monday Sept. 21- Sept. 27	SWEATER WEEK OUTERWEAR ASSN	THROUGHOUT THE U.S. n with National Sweater ue, MU. 3-7520.
Sept. 21-	SWEATER WEEK OUTERWEAR ASSN Over 15,000 stores throughout the country will tie in	U.S. n with National Sweater ue, MU. 3-7520. 20 WEST 57TH STREET SALON - 3RD FLOOR
Sept. 21- Sept. 27 Tuesday Sept. 22 9:30 A.M. Wednesday Sept. 23	SWEATER WEEK OUTERWEAR ASSN Over 15,000 stores throughout the country will tie in Week. Contact: Edward A. Brandwein, 51 Madison Avenuation Contact: Edward A. Brandwein, 51 Madison Avenuation Contact: 247-138 EDDRES DEPOS DE STATEMENT CONTACT: 247-138	U.S. n with National Sweater ue, MU. 3-7520. 20 WEST 57TH STREET SALON - 3RD FLOOR 88. PLAZA HOTEL TERRACE BALLROOM
Sept. 21- Sept. 27 Tuesday Sept. 22 9:30 A.M. Wednesday Sept. 23 3:30 P.M.é	SWEATER WEEK OUTERWEAR ASSN Over 15,000 stores throughout the country will tie in Week. Contact: Edward A. Brandwein, 51 Madison Avenuated Associated As	U.S. n with National Sweater ue, MU. 3-7520. 20 WEST 57TH STREET SALON - 3RD FLOOR 88. PLAZA HOTEL TERRACE BALLROOM d buyers, by invita- PLAZA HOTEL TERRACE ROOM

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